

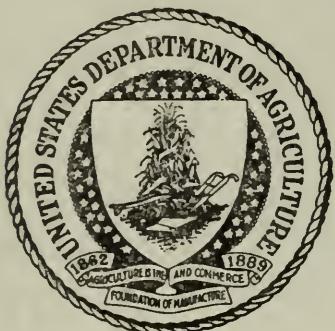
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A Report on the Oregon Wheat Conference<sup>1/</sup>

The Oregon Wheat Conference was held February 19 and 20, 1957, at Portland, Oregon, was the culmination of planning which began 18 months earlier and the committee and sub-committee study and discussion meetings, which started nearly a year prior to the conference.

Oregon State College Extension Service provided the information, organization, and communication by which all industry leadership studied their problem and reported results of their study at the Portland meeting. F. E. Price, Dean of the School of Agriculture, acted as general chairman for this activity, and F. L. Ballard, Director of Oregon's Extension Service, together with several of his State specialist staff members, each devoted a substantial portion of their time during the past 18 months to this industry activity.

The educational accomplishments of this activity was evidenced continually during the year of sub-committee study and discussion and at the general meeting in Portland. A very frequent expression by a person with experience in one segment of the wheat industry when listening to a discussion of problems by one of a different segment was as follows: "That discussion was helpful to me! I hadn't realized there was that exact problem phase of the overall wheat industry."

The Organization Chart of the Oregon Wheat Industry Conference 1956-57 is an indication of the number of study or discussion groups and the subject matter covered. A State Extension Specialist served as secretary for each committee and sub-committee:

Steering Committee -- College Personnel

1. Production and Land-Use Committee

Sub-committees were: (a) New crops and Land Use; (b) Soil and water management and equipment; (c) Varieties and Pests.

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<sup>1/</sup> Prepared by Thomas E. Hall, Chief, General Crops Marketing and Utilization Branch, Division of Agricultural Economics Programs, March 6, 1957.

2. Farm Income and Costs Committee

Sub-committees were: (a) Land values; (b) Production costs; (c) Size of business; (d) Income.

3. Government Programs Committee

Sub-committees were: (a) Objectives; (b) Government disposal of wheat stocks; (c) Government Programs--Past, Present, and Recommended.

4. Marketing Committee -- Made up of representatives of all segments of the industry, farmers to consumers.

Sub-committees were: (a) Wheat for Food; (b) Industrial uses; (c) Livestock feeding; (d) Exporting; (e) Storage, Handling, Milling, Processing; (f) Transportation and Marketing Access; (g) Marketing System; (h) Promotion and Public Relations.

Each of the four committees summarized the work of its sub-committees into a written report which was presented and discussed at the Portland conference February 19 and 20. Those interested in copies of these reports should write to F. L. Ballard, Director of Extension Service, Oregon State College, Corvallis, Oregon.





